

Amendments to the Claims:

Please cancel claims 12–45.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) A method of performing a retail transaction, comprising:
 - initiating a customer-independent transaction detail communication from a retail system to a transaction authorization system;
 - initiating a customer wireless communication from a customer-controlled wireless communication device to the transaction authorization system;
 - matching the customer wireless communication with the transaction detail communication; and
 - identifying a customer account associated with the customer wireless communication; and
 - authorizing the retail transaction to the retail system.
2. (Original) The method of claim 1, further comprising:
 - supplying a customer-independent token to the retail system.
3. (Original) The method of claim 2,
 - wherein the customer-independent token supplies a customer-independent account data.
4. (Original) The method of claim 2,
 - wherein the customer-independent token supplies a retailer-dependent account data.
5. (Original) The method of claim 2,

wherein the customer-independent token supplies a location-dependent account data.

6. (Original) The method of claim 2, wherein the transaction detail communication is otherwise identical to a standardized transaction detail communication.

7. (Original) The method of claim 1, initiating a transaction detail communication comprising:

supplying a customer-independent token in lieu of a customer-dependent token used in a non-wireless-enabled private label transaction.

8. (Original) The method of claim 1,
wherein the retail system is a POS system, and
wherein the POS system can perform the wireless-enabled private label transaction without modification.

9. (Original) The method of claim 1, wherein the customer-controlled wireless communication device is a wireless telephone.

10. (Original) The method of claim 1, wherein the customer account is a private label credit account.

11. (Original) The method of claim 1, authorizing the retail transaction comprising:
modifying the retail transaction to reference the customer account.

12.-45. (Cancelled).